

■ APCO Pharma Ltd.

# Caring for ailing humanity since 1995

By Our Correspondent

Prevention is better than cure. But when diseases take a toll on health, medicines restore wellness. Think wellness, think APCO. The ISO 9001: 2000 and GMP certified firm has been contributing towards creation of a healthier India since 1995. The company currently occupies a good reputation due to its passion and commitment in the field of Pharma manufacturing, marketing with a network of 100 domestic distributors as well as exports wise in international market like CIS, Turkey and Gulf countries.

“Quality is the cornerstone of all our activities at APCO. We never compromise on this aspect. Our state-of-the-art manufacturing plant at Haridwar is spread over an area of 4000 sqm. We have an in-house quality testing lab for checking quality at every step of the manufacturing process,” pronounces the charismatic Mr. Prakash Setia, Founder and CEO.

What started as a trading and marketing firm of allopathic medicines in 1995 diversified into a manufacturing entity in 1997! Initially Mr. Prakash Setia, the brainchild behind the founding of APCO, invested an amount of Rs. 1.3 crore. A diploma holder in Pharma, Mr. Setia converted challenges into opportunities to emerge as one of the leading players in his market segment. Currently, APCO Pharma is perched at a turnover of Rs. 10 crore, accentuated by an average growth rate of 15%.

## Product Categories

- Anti-bacterial / anti-protozoal
- Anti- Diabetics

- Cephalosporin
- Anti-Hypertensive and Cardiac care
- Anti-helmentics
- Anti-allergic
- Anti-cold
- Dermatology drugs
- Vitamin / Multivitamin capsules, and more.

“ Manufacturing is not only a science, but an art to strive quality. It represents a wise choice between many alternatives ” says a

candid Mr. Rishab Setia, Director and Business Head. An M. Pharma from Al- Ameen College of Pharmacy, Rishab worked for Advinus Tata Drug Research Company and Emcure Co. prior to joining APCO in 2013.

## Why APCO Pharma?

- Strict adherence to quality
- ISO 9001: 2000 and GMP certification
- State-of-the-art manufacturing unit at Haridwar
- Ethical business policies
- Affordably priced wellness solutions
- Transparent dealings
- Commitment to customer satisfaction.

“We have retained 90% of our staff since inception. They work in a homely atmosphere. We have kept working hours flexible to their advantage. They enjoy numerous benefits like



**Rishab Setia, Head Business Development (S) and Prakash Setia, CEO**

PF, ESI, bonus, increment, and more,” says Mr. Prakash Setia. His grievances against the government are high excise duties, lack of support from bankers, and the multiple tier tax system. He is waiting eagerly for the fast implementation of GST Bill. Three years down the line, the Setia’s are targeting to generate a turnover of Rs. 20 crore, acquire WHO certification, and increase their production capacity by 40%. They owe the success of the firm to a blend of hard work, strict adherence to quality standards, and team work. Mr. Prakash Setia is positive about the lucrative career opportunities for aspirants seeking a career in the pharma turf. “The pharma industry is growing, but there are several bindings, which the government should clear,” winds up the dynamic pharma entrepreneur. ■